

Monthly Snapshot

A Recap of Updates and Statistics for Outreach, Engagement, and Communications

August/September 2025

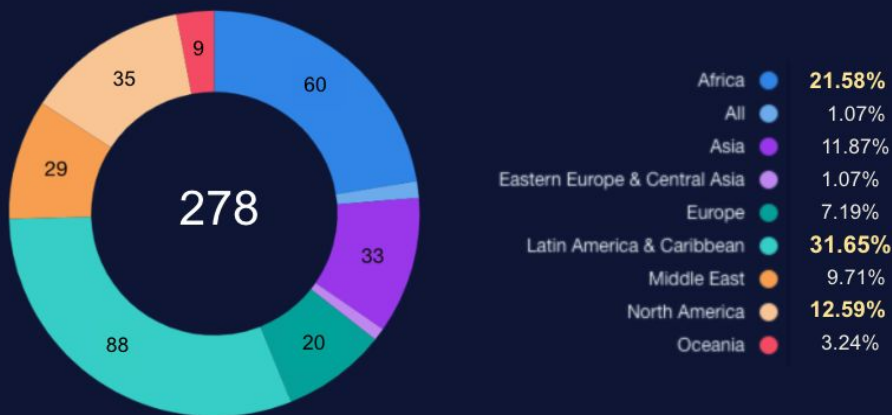
The information contained in this snapshot is a summary of information presented in the most recent IRT Outreach Meeting.

This recap is provided in response to a request from the Governmental Advisory Council (GAC).

For details on previous IRT Outreach meetings, please visit the [Next Round Reports and SubPro IRT Meeting Updates](#) page.

Engagement

Year To Date Next Round Engagement Events (Jan - Sept 2025)



Next Round Engagement Events (by Region)

August 2025

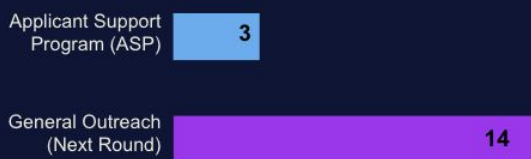


September 2025

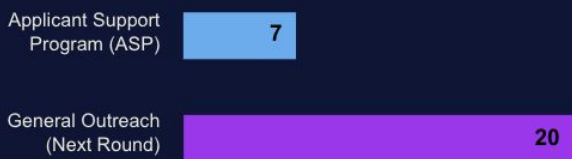


Next Round Engagement Events (by Topic)

August 2025



September 2025



For more Next Round Event information, visit the [ICANN Engagement Calendar](#) or reach out to [Bob Ochieng](#) or [Chris Mondini](#).

Communications

ASP Paid Social

A second paid social media effort, targeting potential ASP applicants in local languages, was conducted on LinkedIn in **10 key countries/territories**: Australia, Brazil, Egypt, India, Kenya, Mexico, Nigeria, Pakistan, South Africa, and Türkiye.

Combined Results across all Countries/Territories

Platform	Total Impressions	Total Link Clicks	Avg. Click Through Rate (CTR)	Global Average (CTR)
LinkedIn	778,615	9,987	1.99%	0.44-0.65%

New: Geographic Name TLD Use Cases

- Nine geo name TLD use cases
- Map highlighting participating geo name TLDs
- Social media cards
- [Click here](#) to view all materials



The .vegas Story: A Use Case in Leveraging Local Brand Equity

In today's crowded digital landscape, establishing a unique online identity is crucial, especially for businesses linked to iconic global brands. The .vegas top-level domain (TLD) illustrates how leveraging an existing powerful brand, coupled with utility, security, and targeted outreach, creates a highly effective digital identity. Dot Vegas, Inc., having already succeeded with other geographic TLDs, recognized an opportunity to capitalize on Las Vegas' distinctive brand.




ICANN

.tokyo

“The story of .tokyo is a powerful illustration of how a city can successfully translate its physical identity into a thriving digital one. We see how .tokyo has become an indispensable part of the city's digital infrastructure, empowering organizations to connect with a global audience under a trusted brand.”

Shin Tsutsuhara
CEO
GMO

The Tokyo top-level domain (TLD) offers businesses, communities, and individuals a powerful way to align their online presence with Tokyo's international brand. It also serves as a gateway for fostering stronger connections between Tokyo and audiences around the world.

Tokyo's broad business appeal is evident in its diverse use cases. The Tokyo Marathon (marathon.tokyo) leverages the TLD as its official hub, showcasing how the .tokyo domain offers both brand clarity and the credibility needed for a premier world-class event. For instance, FinCity Tokyo serves as a joint government/industry vehicle, demonstrating a strategic brand built on .tokyo.

ASP Updates

Audience Segmentation and Strategic Focus

Prospective Applicants	<p>Increase global awareness of the Applicant Support Program among potential applicants.</p> <ul style="list-style-type: none"> Expand reach via targeted events, communications, and collaboration with the ICANN Community. Enhance prospective applicant touchpoints and seek experiential feedback.
Applicants in the Pipeline	<p>Facilitate engagement in the Applicant Support Program to enable effective ASP application submissions.</p> <ul style="list-style-type: none"> Actively support applicant movement through the pipeline. Address perceived barriers to entry with resources and support mechanisms.
Supported Applicants	<p>Support the applicant journey to enable gTLD application submission and delegation.</p> <ul style="list-style-type: none"> Onboard and guide supported applicants through the gTLD application lifecycle. Connect supported applicants with appropriate resources, support, and networks.

We have now categorized our audience into three segments to allow for more targeted communications, guidance, and support:

1. **Prospective applicants** — with whom we want to raise awareness and understanding via targeted events, community partnerships, and feedback loops.
2. **Applicants in the pipeline** — whom we have an increased focus on, and want to actively move forward in the application process with a standardized communications cadence, aging/activity reporting, and surveys to surface blockers.
3. **Supported applicants** — a distinct audience that we want to onboard into a capacity-building pathway with routine touchpoints, and community/industry connections to prep for GTLD operations.

For each of the three groups, we have specific objectives and activities that are aligned with [GGP Guidance Recommendations](#).

ASP Updates (cont.)

For **Prospective Applicants** our objectives and activities are aligned with [GGP Guidance Recommendation](#) #1 to increase awareness of the ASP, and #2 related to applicant understanding of the ASP and gTLD program.

Global Outreach to Prospective ASP Applicants

OBJECTIVES*	Expand reach via targeted events and communications, effectively leveraging advocates in the ICANN Community.	Enhance prospective applicant touch-points through outreach channels and feedback mechanisms.
ACTIVITIES	<ul style="list-style-type: none"> • Paid Social Media (2-28 July) • APRALO webinar highlighting Pro Bono support in the APAC region (3 Sept) • Missions with a Dot webinar for North America and Europe (10 Sept) 	<ul style="list-style-type: none"> • ASP Survey highlighted during Q&A, requesting real-time feedback on the presentation content • Post-event communication sent to webinar registrants seeking feedback and highlighting resources and tools.
PROGRESS	<ul style="list-style-type: none"> • Increased awareness via social media • Good attendance and engagement in August and September webinars to-date • Questions/themes are captured and added to the FAQs online as needed 	<ul style="list-style-type: none"> • Nine event survey responses received after the recently hosted events - theme analysis underway • Increased page views and downloads of ASP resources following events and communications

For **Applicants in the Pipeline**, our objectives and activities are aligned with [GGP Guidance Recommendation](#) #2 related to applicant understanding of the ASP and gTLD Program, and #4 facilitating successful applications in the Applicant Support Program.

Support for ASP Applicants in the Pipeline

OBJECTIVES*	Actively support applicant movement through the pipeline with consistent correspondence and data-capture.	Address perceived barriers to entry with existing and additional resources and support mechanisms.
ACTIVITIES	<ul style="list-style-type: none"> • Active pipeline management with Aging Report to assess where applicants are in the pipeline. • Twice-monthly email cadence initiated to help applicants move through the pipeline and submit an ASP application. 	<ul style="list-style-type: none"> • Pipeline survey sent to pipeline applicants in twice-monthly emails • Pro Bono Professionals highlighted and encouraged in twice-monthly emails • APRALO Webinar highlighting Pro Bono support in the APAC region
PROGRESS	<ul style="list-style-type: none"> • Application aging data has provided a more accurate view of active applicants so we can customize our communications. • Ability to track email engagement including opens and clicks will help us further assess interest and potential blockers. 	<ul style="list-style-type: none"> • Four responses to Pipeline survey to-date, small sample size but provides some insight into where ICANN can provide additional help. • Increased page views and downloads of ASP resources after the webinars.

ASP Updates (cont.)

Within the active pipeline we have **60 total applications**, we are seeing forward progress as applicants move from the very initial stages of starting the application process to fully approved supported applicants.

We're continuing to strengthen support for applicants in the pipeline with more frequent communications and touch-points highlighting the tools and resources available. Together, these steps are aimed at reducing bottlenecks and giving applicants the guidance they need to successfully complete their ASP applications.

ASP Application Status (22 September 2025)



*ASP applications with more than 90 days of inactivity are designated as "inactive".

ASP Regional Activity Update (22 September 2025)

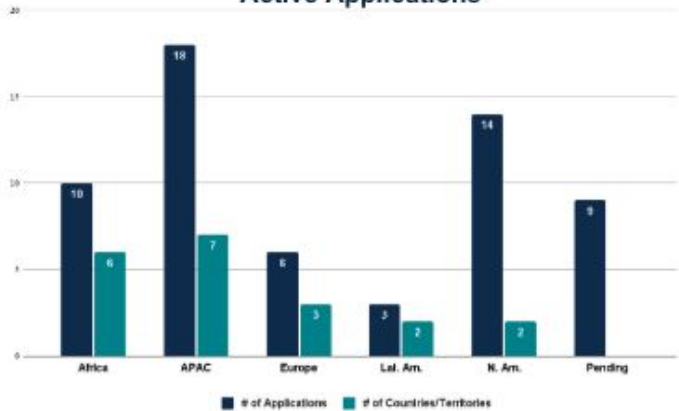
BY THE NUMBERS

60 TOTAL ACTIVE APPLICANTS IN PIPELINE

5 REGIONS

20 COUNTRIES/TERRITORIES

Active Applications



Applications with "pending" region have not yet submitted geographic organizational information.

ASP Updates (cont.)

For Supported ASP Applicants, our objectives and activities are aligned with [GGP Guidance Recommendation](#) #3 related to the quality and usefulness of the materials and resources available, and #5 regarding successful delegation of gTLDs to supported applicants.

To date, we have 2 applicants that have been fully approved.

Enablement of Supported ASP Applicants

OBJECTIVES*	Onboard and guide supported applicants from pre-gTLD application through becoming a registry operator.	Connect supported applicants with industry and community resources, support, and networks.
ACTIVITIES	<ul style="list-style-type: none"> • Letters of approval sent to two fully approved applicants • Creation of Supported Applicant Toolkit • Development of ASP Learning Pathway • Regular touchpoints and communications cadence scheduled 	<ul style="list-style-type: none"> • Learning curriculum includes how to get involved in ICANN community organizations • ICANN84 session recommendations • Information on Newcomers Program
PROGRESS	<p>We will measure progress through:</p> <ul style="list-style-type: none"> • Track learning engagement through ICANN Learn (as available) • Metrics on email opens and clicks • Establishment of regular pulse surveys 	<p>We will measure progress through:</p> <ul style="list-style-type: none"> • Participation in events and activities • Pro Bono Professional utilization • % of ASP Supported Applicants who successfully apply for a gTLD

Resources for eligible entities who want to apply for a new gTLD or operate a registry but would otherwise be unable due to financial and resource constraints can be found on the [ASP Resources](#) webpage.

Helpful tools include:

- [ASP Quick Start Guide](#) to begin thinking about questions that applicants will need to answer in the process of applying for the Applicant Support Program, and in preparing a gTLD application.
- [ASP Applicant Checklist](#) provides a detailed summary of the information required as part of the ASP application.
- [ASP System User Guide](#) to assist ASP applicants in understanding how to interact with the ASP Application System.

For more information, visit the [Next Round Applicant Support \(ASP\)](#) page or contact [Kristy Buckley](#).

RSP Evaluation Program Updates

RSP Evaluation Program

Organization Status as of 31 August 2025



Note:

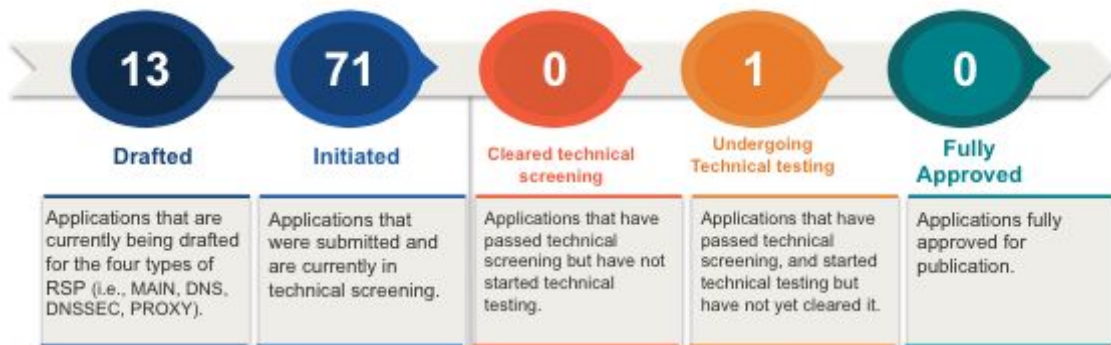
- The RSP Program pre-evaluation period closed on 20 May 2025; 19 organizations that were still in the draft were deactivated.
- The statistics have been aligned with the public statistics.
- The sum of the App.1, App.2, App.3 and App.4 metrics represents the total number of active organizations in the system.

For the 34 applications above, the regional listing is as follows:

- Africa (0)
- APAC (9)
- EUR (17)
- North America (7)
- Latin America & Caribbean (1)
- Pending (0)

RSP Evaluation Program

Application Status as of 31 August 2025



190 Active IDN Tables Applications
28 Active Additional Registry Services Applications

Note: RSP applicants can submit multiple types of RSP applications.

For more information about The RSP Evaluation Program, contact [Gustavo Ibarra](#).

Next Round Website Statistics

Visitors

August 2025

Number of Visitors: 4,217

Location of Visitors:

US: 2,897

UK: 764

Unknown: 586

China: 558

Pakistan: 187

Program to Date

(Nov. 2024 - August 2025)

Number of Visitors: 154,720

Location of Visitors:

US: 61,793

UK: 27,901

Brazil: 21,759

Turkey: 11,956

India: 4,817

Downloads

August 2025

Top Downloads

[RSP Handbook](#): 70

[ASP Handbook](#): 52

[Next Round Timeline \(EN\)](#): 17

[.africa Use Case](#): 14

Top Downloads (translations)

[Next Round Deck \(ES\)](#): 6

[ASP Deck \(ES\)](#): 4

[.购物 Use Case \(ZH\)](#): 3

[ASP Deck \(FR\)](#): 2

Program to Date

(Nov. 2024 - August 2025)

Top Downloads

[RSP Handbook \(EN\)](#): 860

[ASP Handbook \(EN\)](#): 521

[Next Round Timeline \(EN\)](#): 230

[Next Round Info Sheet \(EN\)](#): 206

[.microsoft Use Case \(EN\)](#): 157

[RSP Eligibility \(EN\)](#): 116

[.bank Use Case \(EN\)](#): 114

Top Downloads (translations)

[ASP Deck \(ES\)](#): 48

[ASP Info Sheet \(ES\)](#): 40

[Next Round Info Sheet \(ES\)](#): 38

For more information about the [New gTLD Program: Next Round Website](#) statistics, reach out to [Janelle McAlister](#).

NEW gTLD PROGRAM: NEXT ROUND

The Next IRT Outreach, Engagement, and Communications Open Meeting is

**During ICANN 84
29 October 2025
9:00 - 10:00 UTC**

To sign up for the mailing list / discussion list, please email
nextroundinfo@icann.org.

For more information on the program,
visit the [New gTLD Program: Next Round Website](#).

For all other questions and comments about the
New gTLD Program: Next Round,
email globalsupport@icann.org.